

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Comments on Statement of Reasons for Allowance

Atty. Docket No.
VIGN1260-1



Applicant Sean M. McCullough	
Application Number 09/681,760	Date Filed 05/31/2001
Title Method for Click-Stream Analysis Using Web Directory Reverse Categorization	
Group Art Unit 2154	Examiner Patel, Ashokkumar B.
Confirmation Number: 6413	

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Certificate of Mailing Under 37 C.F.R. 1.10

I hereby certify that this document and fee is being deposited with the U.S. Postal Service with sufficient postage as Express Mail No. **EV734539796US** in an envelope addressed to Mail Stop: Issue Fee, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313 on **March 21, 2007**.

Brenda Cross
Signature

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Printed Name

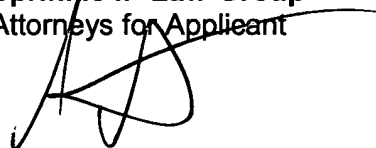
In his statement of reasons for allowance, the Examiner stated that "Applicant's arguments that neither Eisen, Legh-Smith, Alao or Parekh discloses are persuasive with respect to using the corresponding category information including at least one meta tag to generate the user profile wherein the method starts with accessing first data including a first identifier associated with the user, network addresses accessed by the user, and temporal information related to the user identifier and the network addresses, wherein the first data is determined at a first location remote from the user; and then accessing second data at a second location remote from the user and the network addresses, wherein accessing the second data further comprises sending at least some of the network addresses to the second location and receiving corresponding category information for each of the at least some network addresses, the corresponding category information including at least one meta tag; ending up finally in generating a user profile based at least in part on the first identifier, corresponding category information, and at least some of the temporal information by creating a table that includes a first column for user identifiers including the first identifier, a second column for the corresponding category information including at least one meta tag, and a third column for the at least some of the temporal information; None of the prior arts of record teach or suggest the claimed limitations".

Applicants appreciate the Examiner's allowance of Claims 4-9, and 13-28 of United States Patent Application No. 09/681,760. Applicants submit the record as a whole makes evident the reasons for allowance and that there are additional reasons for patentability not enumerated by the Examiner. While Applicants agree with the Examiner's reasons for patentability to the extent such reasons are consistent with the record as a whole, Applicants do not acquiesce or agree to any characterization of the claims that place unwarranted limitations or interpretations upon the claims, especially to the extent such limitations or interpretations are inconsistent with the claim language, specification or prior prosecution history in this case.

The Director of the U.S. Patent and Trademark Office is hereby authorized to charge any fees or credit any overpayments to Deposit Account No. 50-3183 of Sprinkle IP Law Group.

Respectfully submitted,

Sprinkle IP Law Group
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